**LEAD SCORE CASE STUDY**

**SUBJECTIVE QUESTIONS**

1. Which are the top three variables in your model which contribute most towards the probability of a lead getting converted?

**Ans.**

* **Total Visits:**
* **Positive impact**
* **The more visits a lead makes to the platform, the higher the chances of conversion into a customer.**
* **Total Time Spent on Website:**
* **Positive impact**
* **The longer a lead spends on the website, the more likely they are to convert.**
* **The sales team should prioritize these leads.**
* **Lead Source:**
* **This is a crucial factor to focus on for higher conversion rates.**

1. What are the top 3 categorical/dummy variables in the model which should be focused the most on in order to increase the probability of lead conversion?

**Ans.**

* + - * **Lead Origin\_Lead Add Form**
      * **Lead Source\_Olark Chat**
      * **Last Activity\_Had a Phone Conversation**

1. X Education has a period of 2 months every year during which they hire some interns. The sales team, in particular, has around 10 interns allotted to them. So during this phase, they wish to make the lead conversion more aggressive. So they want almost all of the potential leads (i.e. the customers who have been predicted as 1 by the model) to be converted and hence, want to make phone calls to as much of such people as possible. Suggest a good strategy they should employ at this stage.

**Ans.**

* + - * **Create a model that considers important factors such as time spent on the site, total visits, and lead references.**
      * **Provide the interns with a pre-built model for lead evaluation.**
      * **Begin sending SMS and making frequent calls, aiming to establish rapport with the leads, discuss their issues, learn about their background, and understand their financial situation.**
      * **Demonstrate how the platform/course can benefit their career and drive conversions.**

1. Similarly, at times, the company reaches its target for a quarter before the deadline. During this time, the company wants the sales team to focus on some new work as well. So during this time, the company’s aim is to not make phone calls unless it’s extremely necessary, i.e. they want to minimize the rate of useless phone calls. Suggest a strategy they should employ at this stage.

**Ans.**

* + - * **Avoid focusing on unemployed leads, as they may not have the financial resources to invest in the course.**
      * **Do not prioritize students, since they are currently studying and unlikely to be interested in a course tailored for working professionals at this stage in their education.**

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